Rating

0.00

0.00

0.00

## ORDER

Orders Order / Rev: 708100 06289073 Alt Order #: **CROSSROADS GPS** Product Desc: WKYC Estimate: 1268 08/23/12 - 08/29/12 Flight Dates: Primary AE: Joe Knauer Sales Office: Original Date / Rev: 09/24/12 / 09/24/12 T-WAS Order Type: Political Sales Region: NAT Mentzer Media Services/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 600 Fairmount Ave. Suite 306 Billing Cycle: EOM/EOC Towson, MD 21286 Agency Commission: 15% Advertiser **Crossroads GPS** Name: Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/Presidential,IS-Candidate/ 00:15:00 Order Separation: P-5 Priority: Advertiser External ID:

D:11 DI

Bill Plan					Totals
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month

AGY, GEN, POL

Revenue Codes:

# Spots Gross Amount Net Amount August 2012 \$52,700.00 \$44,795.00 36 36 \$44,795.00 07/30/12 08/26/12 \$52,700.00 September 2012 41 \$47,800.00 \$40,630.00 08/27/12 41 08/29/12 \$47,800.00 \$40,630.00 77 Totals \$100,500.00 \$85,425.00

Agency External ID:

**Account Executives** 

Account Executive	t Executive Sales Office Sales Region		Start Date / End Date	Order %	l
Joe Knauer			Start Of Order - End Of Order	100%	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
1	WKYC	08/23/12	2 08/24/12	M-F 6-7a Channel 3 News	CM Today @ 6AN	6a-7a	TF	:30	2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
	1X PER	DAY											
٧	<u>Sta</u> Veek: 08/2	rt Date 20/12	End Date 08/26/12	Weekdays TF	Spots/Week 2	Rate \$1,000.00	Rating 0.00						
2	WKYC	08/23/12	2 08/24/12	M-F 7-9a Today Today Show	СМ	7a-9a	TF	:30	4	\$1,000.00 P-5	0.00 NM	4	\$4,000.00
	2X PER	DAY											
\	<u>Sta</u> Veek: 08/2	rt Date 20/12	End Date 08/26/12	<u>Weekdays</u> TF	Spots/Week 4	Rate \$1,000.00	Rating 0.00						
3	WKYC	08/23/12	2 08/24/12	M-F 9-10a Today Today Show II	II CM	9a-10a	TF	:30	2	\$550.00 P-5	0.00 NM	2	\$1,100.00
	1X PER	DAY											
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
\	Veek: 08/2	20/12	08/26/12	TF	2	\$550.00	0.00						
4	WKYC	08/23/12	2 08/24/12	Days of Our Lives Days of Our Lives		1p-2p	TF	:30	2	\$500.00 P-5	0.00 NM	2	\$1,000.00
	1X PER	DAY											
\	<u>Sta</u> Veek: 08/2	rt Date 20/12	End Date 08/26/12	<u>Weekdays</u> TF	Spots/Week 2	Rate \$500.00	Rating 0.00						
5			2 08/24/12	M-F 4-5p Ellen Degeneres	СМ	4р-5р	TF	:30	2	\$500.00 P-5	0.00 NM	2	\$1,000.00
	1X PER		F. J.D.	<b>NA</b> /	01-00/-	Data	Datie						
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					I	

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WKYC

Order / Rev: 708100

Advertiser: Crossroads GPS

Alt Order #: 06289073

CROSSROADS GPS Product Desc:

Flight Dates: 08/23/12 - 08/29/12 1268

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime [	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
5 WKYC	08/23/12	2 08/24/12	M-F 4-5p	CM	4p-5p		- TF	:30	2	\$500.00 P-5	0.00 NM	2	\$1,000.00
1X PER I	DAY		Ellen Degeneres										
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/2		08/26/12	TF	2	\$500.00	0.00							
6 WKYC	08/23/12	2 08/24/12	M-F 5-6p Dr. Phil	CM	5p-6p		- TF	:30	3	\$750.00 P-5	0.00 NM	3	\$2,250.00
1X TH 2>	X FRI		21.11										
	t Date	End Date	<u>Weekdays</u> TF	Spots/Week	Rate	Rating							
Week: 08/2 7 WKYC		08/26/12	M-F 6-630p	CM	\$750.00 6p-630p	0.00	- TF	:30	2	\$2,000.00 P-5	0.00 NM	2	\$4,000.00
7 WKTO	00/23/12	2 00/24/12	Channel 3 News		ор-озор		- 11	.50	2	Ψ2,000.001 -3	0.00 14101		ψ4,000.00
1X PER I				·									
Start Week: 08/2	t Date	End Date 08/26/12	<u>Weekdays</u> TF	Spots/Week	Rate \$2,000.00	Rating 0.00							
8 WKYC			Nightly News	CM	M-Su 6:28p-7		- TF	:30	2	\$3,000.00 P-5	0.00 NM	2	\$6,000.00
			Nightly News			-				**,*******		_	40,000.00
1X PER I		End Data	Manhaha	C==+= \\ \\ \ ==  -	Data	Datina							
Stan Week: 08/2	t <u>Date</u> 20/12	End Date 08/26/12	<u>Weekdays</u> TF	Spots/Week 2	Rate \$3,000.00	Rating 0.00							
			M-F 7-730p	CM	7-730p		- TF	:30	2	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
4V DED I	DAV		Channel 3 News	at 7P									
1X PER I	DAY t Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/2		08/26/12	TF		\$1,200.00	0.00							
	Date Ra		escription		/End Time			/eekdays			Rtg Type		
	08/20/12 dited	?-08/26/12 N	1-⊢ 7-730p	7-73	0p			ThF ·	-	:30 <del>(\$1,200.00)</del>	0.00 NM		
		2 08/24/12	Tonight Show	CM	1135p-1237a	1	- TF	:30	3	\$750.00 P-5	0.00 NM	3	\$2,250.00
10 WICIO	00/23/12	2 00/24/12	Tonight Show	Olvi	1100p-1207		- 11	.50	3	ψ130.001 3	0.00 14101		Ψ2,200.00
1X TH 2					_								
Start Week: 08/2	t <u>Date</u> 20/12	End Date 08/26/12	<u>Weekdays</u> TF	Spots/Week 3	<u>Rate</u> \$750.00	Rating 0.00							
11 WKYC			LN (M-Su)	СМ	11P-1135P		- TFS-	:30	3	\$2,800.00 P-5	0.00 NM	3	\$8,400.00
	<b>5</b> 4 3 4		Late News (M-Su	)									
1X PER I	DAY t Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/2		08/26/12	TFS-			0.00							
12 WKYC	08/25/12	2 08/25/12	SAT TDY	CM	7a-9a		S-	:30	2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
0.	. 5 .	<b>5</b> 15 (	NBC Today Show	` '	Б.,	D ::							
Start Week: 08/2	t Date 10/12	End Date 08/26/12	<u>Weekdays</u> S-	Spots/Week 2	Rate \$1,000.00	Rating 0.00							
13 WKYC			Sat 730-8p	CM	730-8p		S-	:30	1	\$500.00 P-5	0.00 NM	0	\$0.00
			Sat 730-8P										
Start Week: 08/2	t Date	End Date 08/26/12	Weekdays S-	Spots/Week	Rate	Rating							
	:0/12 Date Rai		escription	1 Start	\$500.00 t/End Time	0.00		/eekdays	Lei	ngth Rate	Rtg Type		
		2-08/26/12 S		730-				Sa-		:30 (\$500.00)			
Cred	dited												
14 WKYC	08/25/12	2 08/26/12	SS 9-1030a	CM	9a-1030a Sa	/Su	SS	:30	2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
Start	t Date	End Date	Channel 3 News	Spots/Week	Rate	Rating							
Week: 08/2		08/26/12	SS		\$1,000.00	0.00							
15 WKYC	08/25/12	2 08/26/12		CM	6P-7P Sa/Su		SS	:30	2	\$2,000.00 P-5	0.00 NM	2	\$4,000.00
0:	. D - /	E-15 :	Early News (Sa-S	,	(6:00 PM-6:30	_ ′.							
Start Week: 08/2	t <u>Date</u> 20/12	End Date 08/26/12	Weekdays SS	Spots/Week 2	Rate \$2,000.00	Rating 0.00							
16 WKYC			SUN TDY	CM	8a-9a		S	:30	1	\$1,000.00 P-5	0.00 NM	1	\$1,000.00
			NBC Today Show	v (Su)									
Start	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						l	

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**WKYC** 

Order / Rev: 708100

Advertiser: Crossroads GPS

Estimate:

Alt Order #: 06289073

Product Desc: CROSSROADS GPS

Flight Dates: 08/23/12 - 08/29/12

1268

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots 08/26/12 08/26/12 16 WKYC SUN TDY СМ 8a-9a \$1,000.00 P-5 0.00 NM \$1,000.00 NBC Today Show (Su) Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 08/20/12 08/26/12 \$1,000.00 0.00 17 WKYC 08/26/12 08/26/12 NFL Pre Season FootbalCM NFL Pre-Season F----S :30 3 \$3,500.00 P-5 0.00 NM 3 \$10,500.00 (8:15 PM-11:30 PM) NFL Pre-Season Football Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 08/20/12 08/26/12 3 \$3,500.00 0.00 18 WKYC 08/27/12 08/29/12 M-F 6-7a CM 6a-7a MTW- - - -:30 3 \$1,000.00 P-5 0.00 NM 3 \$3,000.00 Channel 3 News Today @ 6AM 1X PER DAY Weekdays Start Date **End Date** Spots/Week Rate Rating MTW- - -Week: 08/27/12 09/02/12 3 \$1,000.00 0.00 19 WKYC 08/27/12 08/29/12 M-F 7-9a Today СМ 7a-9a MΓW- - - -:30 6 \$1,000,00 P-5 0.00 NM 6 \$6,000.00 **Today Show** 2X PER DAY Spots/Week Rating Start Date **End Date** Weekdays Rate 09/02/12 MTW- - -Week: 08/27/12 6 \$1,000.00 0.00 20 WKYC 08/27/12 08/29/12 M-F 9-10a Today II \$550.00 P-5 CM 9a-10a MTW- - - -:30 6 0.00 NM 6 \$3,300.00 Today Show II 2X PER DAY Spots/Week Start Date **End Date** Rating Weekdays Rate MTW- - - -Week: 08/27/12 09/02/12 6 \$550.00 0.00 21 WKYC 08/27/12 08/29/12 Days of Our Lives MTW----:30 \$500.00 P-5 0.00 NM CM 1p-2p \$2,000.00 Days of Our Lives 1X M,W 2X TH Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 08/27/12 09/02/12 MTW- - - -\$500.00 0.00 M-F 4-5p 22 WKYC 08/27/12 08/29/12 CM MTW- - - -:30 \$500.00 P-5 0.00 NM \$2,000.00 4p-5p Ellen Degeneres 1X M.W 2X TH Start Date **End Date** Weekdays Spots/Week Rate Rating MTW- - -\$500.00 Week: 08/27/12 09/02/12 0.00 23 WKYC 08/27/12 08/29/12 M-F 5-6p CM 5p-6p MTW- - - -:30 3 \$750.00 P-5 0.00 NM 3 \$2,250.00 Dr. Phil 1X PER DAY Weekdays Spots/Week Start Date **End Date** Rate Rating MTW- - -Week: 08/27/12 09/02/12 \$750.00 0.00 24 WKYC 08/27/12 08/29/12 MTW- - - -3 \$2.000.00 P-5 0.00 NM M-F 6-630p CM :30 \$6,000.00 6p-630p 3 Channel 3 News at 6p 1X PER DAY Weekdays Rating Start Date **End Date** Spots/Week Rate MTW- - -Week: 08/27/12 09/02/12 \$2,000.00 0.00 3 25 WKYC 08/27/12 08/29/12 Nightly News CM M-Su 6:28p-7p MTW----:30 3 \$3,000.00 P-5 0.00 NM 3 \$9,000.00 Nightly News 1X PER DAY Start Date **End Date** Weekdays Spots/Week Rating Rate MTW- - -Week: 08/27/12 09/02/12 3 \$3,000.00 0.00 26 WKYC 08/27/12 08/29/12 M-F 7-730p CM 7-730p MTW- - - -:30 3 \$1,200.00 P-5 0.00 NM \$3,600.00 3 Channel 3 News at 7P 1X PER DAY Start Date **End Date** Weekdays Spots/Week Rating Rate 09/02/12 MTW- - - -Week: 08/27/12 3 \$1,200.00 0.00 27 WKYC 08/27/12 08/29/12 **Tonight Show** CM 1135p-1237a MTW- - - -:30 \$750.00 P-5 0.00 NM 3 \$2,250.00 Tonight Show (11:35 PM-12:35 XM) 1X PER DAY Start Date **End Date** Weekdays Spots/Week Rate Rating 09/02/12 MTW- - -Week: 08/27/12 0.00 \$750.00 28 WKYC 08/27/12 08/29/12 M-F 11-1135p 11-1135p MTW- - - -:30 3 \$2,800.00 P-5 0.00 NM 3 \$8,400.00 Channel 3 News at 11p M-F 1X PER DAY

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**WKYC** 

Order / Rev: 708100

Alt Order #: 06289073

Flight Dates:

Advertiser: Crossroads GPS

Product Desc: CROSSROADS GPS
Estimate: 1268

08/23/12 - 08/29/12 Estimate:

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 28 WKYC 08/27/12 08/29/12 M-F 11-1135p CM 11-1135p MTW- - - -:30 3 \$2,800.00 P-5 0.00 NM \$8,400.00 Channel 3 News at 11p M-F 1X PER DAY Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 08/27/12 09/02/12 MTW- - -0.00 3 \$2,800.00

Totals 77 \$100,500.00